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JUNE 1955

EXTENSION SERVICE *Review*

Improved pastures and better herd management help reduce costs of milk production



This young shopper exemplifies the trend to buying milk in quantity



Vending machines are helping to popularize milk and increase consumption



FEDERAL EXTENSION SERVICE
U.S. DEPARTMENT OF AGRICULTURE

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School closes for some this month, opens for others. For the well educated, schooling is a continual process. It's hard to take time to read, to keep up to date professionally, to pick up new ideas and furbish the old ones. But it always seems to pay big dividends.

Establishment of the Pfizer awards was mentioned in the February Review, but public announcement of the awards has just been made by Charles Pfizer & Co., Inc., manufacturing chemists of Brooklyn, N. Y. One home demonstration agent, exceptional in competence and achievement, in each of the Extension Service regions, will receive a \$1,500 fellowship for further training through study or educational travel or both.

The Extension Service is highly appreciative of these awards and for the very worthwhile opportunity they offer for professional improvement. The awards will carry with them not only monetary support but also honor and distinction. Only one application may be submitted from each State.

At Cornell University the graduate Division of Extension Education will be expanded to help promote extension service abroad. The Ford Foundation has granted the university \$500,000 for the special program, which will start in the fall.

The project will give selected leaders advanced training in the processes of extension education which are adaptable to overseas countries. American and foreign students will be chosen from land-grant colleges, foreign institutions, and other agencies that train extension leaders to serve outside the United States.

After two semesters of study on the Cornell campus, they will spend 3 months gaining firsthand knowledge by visits to other countries. They will return then to their own institutions and help train leaders for extension work abroad.

For the first year, enrollment in the special program will be limited to 15 students. Fellowships will be awarded according to individual need.

The new project will be directed by Prof. J. Paul Leagans in the Department of Rural Education of the College of Agriculture, Cornell University, Ithaca, N. Y.—C.W.B.

EXTENSION SERVICE
Review

Official Organ of the
Cooperative Extension Service
U. S. Department of Agriculture
Washington 25, D. C.

VOL. 26

JUNE 1955

NO. 6

Prepared in Division of Information Programs

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

New Haven County farmers
house their agents

Under One Roof

WARREN E. BROCKETT
New Haven County 4-H Club Agent
Connecticut



This spacious old home before it was bought and made ready to house the Extension staff was half concealed behind overgrown evergreen trees and shrubs.

AFTER 38 years of moving from building to building and city to city, the New Haven County, Conn. Extension Service at last has a permanent home.

Not only are the Extension agents housed in this new agricultural center, but the Soil Conservation Service and Commodity Stabilization Service staffs have their office there also. They, as well as the citizens who do business with them, are pleased with the increased efficiency that comes from housing members of the U. S. Department of Agriculture under one roof.

When it was necessary to move again in 1954, the county executive committee decided that it would be best to buy a building. One of the directors found a 12-room mansion in Wallingford which had been neg-

lected for 30 years. Neglect had made it an eyesore in a nice residential area, with the neat grounds of the Choate School just around the corner. Careful inspection revealed sound construction and a beautiful interior that would require little remodeling. For a quick sale the price was \$10,000, and before nightfall a down payment was made.

Then began a series of cooperative efforts. Farm people and others in the county subscribed to bonds enough to cover costs. A holding company was formed, representing the agricultural interests of the county, to administer the property and costs. A zoning board hearing was held to allay the fears of nearby residents who were worried that manure spreaders and other farm machinery might be displayed on the front lawn.

Entirely owned by the farm people of the county this New Haven County Agricultural Center is not subsidized by a penny of public funds. Eighty farm people—farmers, homemakers, 4-H members, and others—volunteered their time and energy. They cleared the overgrown grounds, built a driveway and parking lot, cleaned woodwork, and trucked away rubbish.

Two months of beehive activity put the center in livable condition, even to the modern two-tone color scheme and Van Gogh paintings chosen for interior decorating by the homemak-

ing department. A nurseryman's association gave free service, with the help of volunteers, to landscape the grounds with new shrubs, vines, trees, and lawn. Homemakers' groups provided draperies, pictures, house plants, candlesticks, demonstration kits, and a set of lifetime dishes for 60. 4-H Clubs contributed toward lighting equipment, and farmers gave folding chairs, an exterior sign, gravel for the parking lot, and endless hours of labor.

To obtain the landscaping job, supporters of the Agricultural Center won a letter-writing contest giving reasons why this, of all public buildings in New Haven County, needed improvement the most.

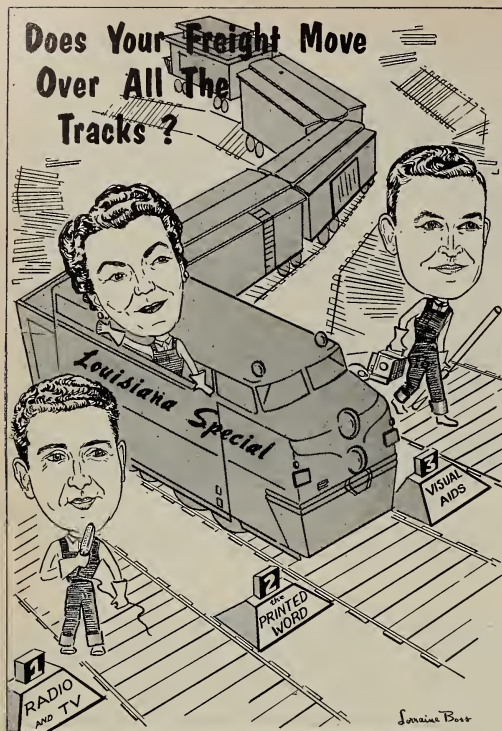
When the Open House reception was held, members of the Homemakers' Clubs acted as hostesses and entertained the 350 visitors who came to see their new Agricultural Center.

Do You Want a Farm and Home Center?

A number of accounts of how farm and home centers have been procured has been brought to the attention of the Review recently. If you are interested, watch for an article in the August issue about three counties in New York that finally succeeded in getting permanent centers established.



Roy E. Norcross (center), County Agricultural Agent, assists Joel Barnes (left) and James Everett (right) of the Connecticut Nurserymen's Association to landscape the new Center.



*Make your message personal,
use all media, and go . . .*

FULL STEAM AHEAD

say Louisiana Extension Editors

An artist's caricature portrayal of a presentation by Louisiana Editors Marjorie Arbour, Gordon Loudon, and A. V. Patterson when they urged marketing and consumer information specialists to use mass media. "Get your message out to the public by all available means," they said.

and his national farm magazines. Every day he hears his local radio or television market reporter give the prices being paid for farm products at major markets all over the country. His mailbox is stuffed with a wide variety of marketing pamphlets, bulletins, and booklets.

"But there are a lot of farmers who disregard this information because they don't understand it or don't know how to use it."

Using colored illustrations of these products, she slapped them on a flannelboard as she exhorted: "Let's talk and write about Louisiana cotton . . . Louisiana oranges . . . Louisiana beef . . . Louisiana potatoes . . . Louisiana broccoli . . . Louisiana poultry. Obviously then you'll have something of interest for Louisiana people."

Following the printed word discussion, Editor Patterson using a prehistoric picture of Confucius, pointed out that "one picture is worth 10,000 words."

With a collection of effective, colored slides Pat pointed up the fact that research has proved that more can be taught in a given time with the use of visuals than without them.

"As an educator you have three basic means for communicating ideas and information," he asserted. "You can speak, you can write, and you can use visual means or any combination of the three. I think you should always include visuals. Now is as good a time as any to warn that visual aids are just what the name implies—an aid only. They alone can-

(Continued on page 127)

"**W**ILL your freight roll over all the communications tracks?" was the question propounded by editors in the Louisiana Agricultural Extension Service when they appeared before marketing and consumer education specialists to urge them to make wide use of mass media in the promotion of their programs. The editors didn't ascend the podium empty-handed. They took along with them an array of "props" that made the presentation graphic, stimulating, provocative, and dramatic.

The specialists were brought to the University campus for a 2-day workshop, part of which was devoted to the discussion of using mass media.

Setting the stage for the editorial show was a backdrop of trains. Marjorie Arbour, arrayed in an engineer's costume made of paper, replete with authentic cap, opened the program. She pointed out that the analogy drawn here was that education information, which she likened to freight, must be sent out over all communications tracks if it is to reach all of the people.

"In view of the size of the marketing audience and the necessity for

speedy communications, it is evident that you will have to use the printed word, radio, TV, visual aids and other mass communications on a steadily increasing scale in many of your educational efforts," asserted the editor.

"You have available to you, for free, space in the newspapers, and time over the air on both radio and TV. How will you make the most of these gratuitous offerings?"

"The freight that I am going to concern myself with will be the one labeled the printed word.

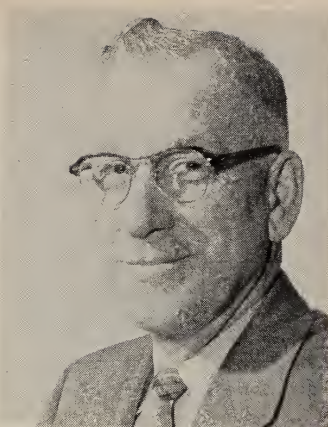
"Let's look at the potentialities in the news column. To justify your use of this space your material must be local and newsworthy. By that we mean *don't* put news about marketing conditions in Ohio in your Louisiana paper unless it is somehow related to Louisiana. Then interpret it for the Louisianians.

"Don't say what people in California are eating. You might just as well speak of the consumption of coconuts on the Fiji Islands.

"The average farmer is besieged with market reports and market forecasts. He sees them in his daily newspapers, his regional farm papers,

Too Far From a Doctor

E. M. NELSON
Extension Agent, Wasco County, Oreg.



E. M. Nelson.

BEFORE we got our ambulance in Wasco County, the seriously injured or ill had to wait, sometimes for half a day, for an ambulance to come from The Dalles, 50 miles away, over a winding, mountainous road. Several lives were lost because of the delay.

The lack of medical, hospital, and ambulance service came to the attention of the Extension agents at a countywide planning conference in 1947. The Farm Home and Rural Life committee stated: "A study should be made by the county health and medical services committee on various plans and types of prepaid medical and hospital health insurance for group plans for families or for the individual, and that an educational program based on their findings be given in rural communities." That was the beginning.

The study showed that over 600 families were more than 40 miles from the nearest doctor. Interest stimulated by the study resulted in

the organization of the Wasco County Health Association. After giving careful study to the costs of building a hospital and its potential use, the board decided this would be impracticable.

The cost would be too great for maintaining a hospital on a 24-hour basis with doctors, nurses, cooks, and caretakers, plus the equipment and utilities necessary to maintain even a small hospital. A 50-bed hospital or larger would have a better opportunity to support itself, but the population did not warrant a facility of that size.

Prepaid medical care for members on a group basis was finally selected as the best method of providing hospital, medical, and related health services at reasonable cost. This necessitated ambulance service which is now available at no additional cost, along with other services for 336 individuals who are covered under the prepaid health program. It is also available to nonmembers, but at a

fee of 75 cents per mile one way. To have the ambulance, the community had to organize the Southern Wasco County Ambulance Service, Inc.

Community service-minded persons volunteered to organize an Ambulance Service Company, which bought the ambulance from the health association for \$2,000. A \$1 down payment served to bind the contract, with the balance to be paid off at the rate of \$200 a year.

The 14 eligible drivers and attendants are trained in Red Cross First Aid, and all serve on a voluntary basis without pay.

The service company sponsored a first aid class this past winter for the general public.



Richard King (left) and Jack McLeod, 2 of 14 volunteer ambulance drivers and first aid technicians with the Southern Wasco County Ambulance Service, Inc.

Painted Trees

Along a prominent campus wooded roadway at Rutgers University, N. J., is a sample plot of woodland. The trees are painted with green and red bands. The green trees are for future sawlogs. The red trees are for firewood and fence posts and will be cut in the near future.

The Rutgers extension forester, Austin N. Lentz, working with county agricultural agents, has been setting up similar painted plots statewide. If you see red and green bands on small forest plots along New Jersey roadsides, you may benefit by stopping to look at them. It is an easy way to learn which trees to remove and which to leave.

Cooperation Is the Keynote

SHAWNEE BROWN
State Extension Director,
Oklahoma

THE FARM and home development program, Extension's new look and indeed, new approach, points out more than ever the absolute necessity for complete teamwork and cooperation between members of our Extension family.

A primary assumption in this reorganization plan is the desirability of striving for a unified program by the Cooperative Extension Service. It is assumed that unification exists when the various segments of the Cooperative Extension Service support and reinforce each other in working toward common goals which manifest themselves in improved agriculture and homemaking, in the development of youth, and in improved community living. Further, that unification exists in the achievement of a well-defined relationship among participating subject-matter fields culminating in a single and balanced Extension program at all appropriate levels. This definition assumes that there will be simultaneous and coordinate operations in such fields as agriculture, home economics, and 4-H Club work, but not autonomous operations.

Just as teamwork is essential in operating family affairs, teamwork is necessary between the home agent and her coworkers to render the utmost in service to the rural homes.

As I view it, one of the first essentials of teamwork is a complete understanding of the objectives of the Extension program in the county and likewise an understanding of the responsibilities of each worker on the Extension team.

Just as Extension work has grown beyond the individual demonstration type of work, it has likewise developed



Director Shawnee Brown

a greater need to choose and build a county plan of work around problems that are of vital interest to the general welfare of the family.

There is a need for keeping the understanding of the responsibilities of each worker on the team current. Regularly scheduled conferences among the workers is one means to this end.

The integration of agriculture, home demonstration work, and 4-H Club work strengthens the Extension program as a whole, unifies the program, extends the scope of work done, and renders a larger service to the people. An integrated program is dependent on joint planning for, and a common understanding of problems, goals, and objectives of the county program on the part of all Extension workers.

Farming and farm homemaking have become a highly specialized business. The challenge is just as great to the people on our farms today as it is to the businessmen in our cities and towns. To succeed, the farmer and farm homemaker must keep up with the latest techniques and information available. They are fully aware of this situation and want help. To provide this the Extension agents as a team must supply that help with every resource, talent, and element of manpower that they can muster.

Guide Helps Train New Staff Members

A BASE OF UNDERSTANDING that will serve the new county staff member beginning his Extension career is what California expects from a new guide recently put to use.

Several county staff leaders had requested such an outline because they felt that due to their own pressure of duties they were not giving the new staff member the training he or she needed. This was particularly noted by directors in counties where staffs were large.

The guide, written by Lucy Allen, State program director in education, not only gives specific training assignments for the neophyte but also has a place for writing the suggested and actual completion of each part. The headings of the outline indicate the plan of approach. These include background information on Extension, organization of the California Agricultural Extension Service, objectives, relationships with other groups, and facts each should learn about that county.

The new farm or home adviser then studies the county program development, extension methods of teaching, extension office management, and responsibilities and privileges of county workers. A page of reference and supplementary readings complete the guide.

How much time is required to complete this study plan is left to the county workers concerned, but Miss Allen finds that three to six months is the usual goal. Meanwhile, the new staff member also is learning his field and office responsibilities.

The guide is still new, but counties using this have indicated it presents a satisfactory pattern for helping the new staff member. In one county, the entire staff, old and new, decided they could benefit by following through the outline.

Lee Benson, county director of Alameda County, has used this guide for 4 months and reports, "This has worked very well. Now we can make certain that the different training parts are covered. If we have to interrupt the program of training, we can quickly pick it up just where we left off."



Trees Are a Crop

HARRY R. JOHNSON

Extension Information Specialist, Minnesota

"You wouldn't sell a hog on the basis of what you guess he weighed! You'd weigh him and sell him by the pound, after knowing the going market price. And that's the way to sell your timber." The farmer nodded his head in agreement with the assistant county agent in forestry, Itasca County, Minn.

They looked over the northern Minnesota farm, hewed out of native pine and tamarack and burnover, and because of sandy soil, good for growing only trees. Many of the farmers are not experienced in judging the value and use of their timber. For this reason, the Minnesota Extension forestry program was begun 8 years ago.

It has been so successful that 4 foresters have been hired to assist county agents. Their job is to help these farmers, who depend on farm woodlots for much of their income, to grow timber as a crop. This includes growing the right tree species

on the proper soil type, doing the right kind of thinning, improvement cutting, and other cultural practices to assure healthy growth, harvesting trees at the right time and size for many markets, and using labor more efficiently in harvesting the farm forest.

When one of the new Extension forestry agents calls at a farm, he has two useful tools to give a tree farmer. The first is a composite board-foot volume table. It helps the farmer measure board-foot content of standing timber.

The second is a simple sliding log scale that shows him the amount of board-feet in various size logs. See photo at right. This handy little gadget helps him measure and cut with less waste according to his actual home or marketing needs.

Operators in the 1,300 sawmills in Minnesota also get help. There is a tremendous waste of lumber be-

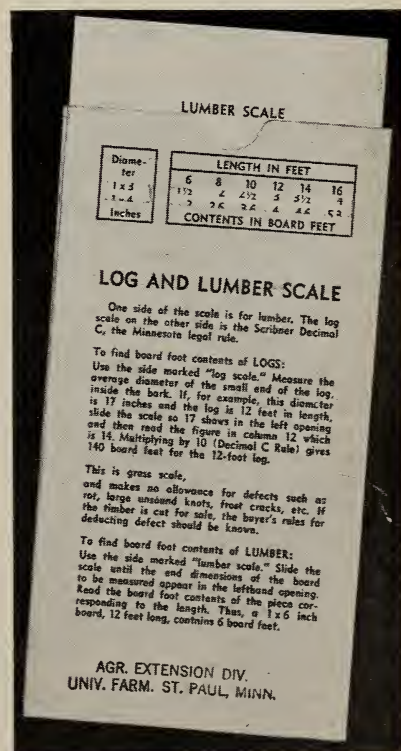
Taking out mature trees gives young saplings room and feeding space to grow. This is true both in pine and hardwood forests.

cause of inefficient sawing. This means a loss to the farmer, who is a mill customer, and a loss to the sawyer.

The program's total possible effect on northern Minnesota's agricultural economy is tremendous. It will raise the living standard of the 16 timber-growing counties and attract wood-using industries who draw upon the farmers' growing and processing skills.

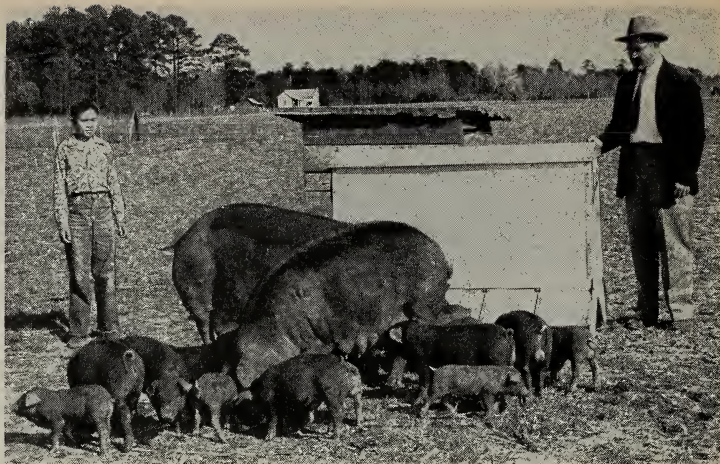
With over 4,000 more uses for wood and forest products than there were in 1926, the timber farmer finds it profitable to learn to know his trees and their market possibilities. Timber prices fluctuate only slightly.

The four forestry agents are beginning the massive job of helping the wood farmer grow and harvest his crops carefully and profitably.



This is a simple sliding log scale that gives the amount of board-feet in various size logs. When the forester visits a farmer he gives him this scale.

Howard Brooks, left, has a good start toward making a living with his purebred sow. Such animal projects are encouraged to take up the slack in labor and income after tobacco season is over. English Jones, right, assistant county agent, is in charge of Indian boys' 4-H work in Robeson.



It was a good day in Lumberton, N. C., to teach youngsters a lesson in living. A warm rain and warmer sun had lifted Washington's Birthday right out of February and placed it somewhere in the middle of May.

English Jones talked enthusiastically of the lesson as he organized his working tools—two fertilizer sacks and several posters illustrating the contents of a fertilizer bag.

"But fertilizer isn't our problem. Most any one will tell you our people are the best farmers in Robeson County. Last year, a drought year, the county averaged 1,550 pounds of tobacco an acre. It brought an average of \$57.91, and Indians grew most of it.

"No, our problem is how to live. If we live better because we follow good fertilization practices and grow better tobacco, then its good to teach those practices."

Jones is an assistant county agent. He and Mrs. Helen Sampson, assistant home agent, are in charge of the Indian 4-H Club work in Robeson County. Their story, which is the story of 4-H work among the Lumbee Indians, is remarkable because of the speed with which it developed after a tardy beginning.

In 16 months there were 1,260 Lumbee Indian boys and girls and 182 community leaders engaged in 4-H Club work. The 13 clubs at 11 of the county's 12 Indian schools are the immediate result of efforts of County Agent O. P. Owens, the State College Extension Service, which administers the State 4-H program, the local county commissioners, school officials, and the State budget bureau.

But the roots of the program's success lie deeper. "The people were ripe for the work," according to Jones. "They asked for it."

"They Asked for It"

In September 1949, Indian citizens of Union Chapel petitioned County Agent Owens to start a 4-H Club in their community. The necessary

wheels turned and on July 1, 1952, Jones, a graduate of the University of Kentucky, and Mrs. Sampson, a graduate of Pembroke College, both Lumbee Indians, were employed. Among other duties, they were assigned to lead the Indian 4-H Club program.

"We realized the size of the job," Jones said. "No Indian principal, teacher, or parent had ever been a 4-H'er." First, the support of each school principal was enlisted; in turn, the principal enlisted a woman and a man teacher to serve as school 4-H leaders. The first year, 493 boys and 612 girls enrolled in the 4-H program.

The program proved so popular that by last fall more adult leaders were needed. The boys and girls named 12 adults they would like to have for leaders. Not one refused to serve.

"They really appreciated the fact that the youngsters wanted them. It

wasn't as if we had selected them," Jones said. "Without the support of the community leaders and parents, we couldn't carry on."

And what about the part Jones and Mrs. Sampson play? Jones tells about it one morning on the way to Magnolia School, where he and Mrs. Sampson go to conduct classes.

"We require two things of all 4-H'ers, a project in gardening and a project in home beautification," Jones explains. "A home garden could mean about \$400 a year to each of our families in wholesome, fresh foods. Despite the fact that most of our people are farmers and have available land, and our climate is ideal for spring and fall gardens, yet surprisingly few have gardens."

Part new, part old, Magnolia School is a maze of additions that make up the largest Indian school in the county. Jones and Mrs. Sampson sit quietly during the first part of the

Indian 4-H'ers Learn Lesson in Living

J. C. BROWN

Assistant Extension Editor, North Carolina

These Indian 4-H'ers at Robeson County's Magnolia School repeat the pledge that embodies a lesson their leaders stress. The lesson is to learn "how to live."

monthly 4-H Club meeting, as the junior and senior clubs conduct their programs in the school auditorium.

"This is their part of the program completely," Jones whispers as Katie Lee Carter, an eighth grader, leads 150 young voices in singing "America." Then four junior club girls stage a skit, in which they depict four vegetables, each fearful of being left out of the garden and each loudly proclaiming her merits.

Half an hour later, the boys and girls separate and go to classrooms where Mrs. Sampson shows a film on corn meal enrichment, and Jones teaches the boys about fertilizers.

Mr. Jones devotes a half hour to a simple explanation of what the fertilizer label means. "I don't see the trade name on these bags," Jones says. "All I see when I look at them are the numbers 4-8-10, which tell me how much nitrogen, phosphorus, and potash are in this bag. That's all that's important. These are the plant

food nutrients in this 200-pound bag, 44 pounds of food the plant will use. The rest is filler.

"When you go to the table today, you will eat some of your food, some you may not. That's the way with a plant; it will eat the plant food nutrients and leave the rest."

After the class, the senior boys and girls hold their assembly; this time the skit has Carl Oxendine, as Dr. 4-H, operating on a patient and removing a great many undesirable

traits. Then the classes are repeated for the junior club boys and girls.

After lunch Jones goes to Pembroke School. It is recess and the playground is one tremendous marble game. Last year a Pembroke 4-H'er was runner-up national marble champion at Seattle.

"Please Take a Look"

A Washington's Birthday program has just ended at Pembroke School where 210 boys and girls are 4-H'ers. Jones examines several craft projects of Raymond Clark, Jr., who is also rewiring his home.

Howard Brooks, who lives nearby, wants Jones to have a look at his purebred Duroc sow project. Another sow, which can't be coaxed from her farrowing house for a picture, gives a lesson in motherly love when Howard picks up one of her pigs. An ear-splitting squeal brings the shy mother from her house like a red freight train.

One more stop, at Stinson Lowery's farm where the 4-H'er has planted a multiflora rose fence in connection with a wildlife project, and Jones starts back to Lumberton.

Here and there you can see budding results of home beautification projects. Jones points out the land of one or two 4-H'ers who have decided to have an early spring garden. A few hyacinths have burst into bloom during the long, warm day, and several farm buildings wear fresh signs of repair.



Assistant Home Agent Mrs. Helen Sampson examines the garments of 4-H'ers Noyal Ann Hunt, center, and Joyce Woodell. All Lumbree Indian 4-H'ers are requested to carry gardening and home beautification projects. The other home economics and agricultural projects are of their choice.

Kansas Women Are Public Minded

L. C. WILLIAMS

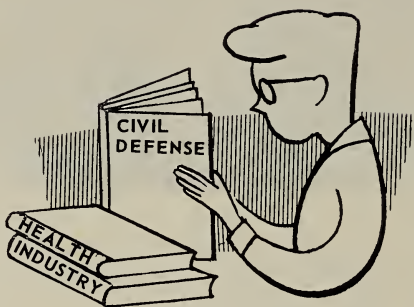
Dean and State Extension Director, Kansas

THE VERY structure of the Kansas Extension organization, as provided for in the Kansas County Agricultural Extension Council Law, is a challenge to both home agents and farm women with respect to the development of better informed and more useful citizens in all communities of the 105 counties. The law provides for elected representatives from each township and incorporated city in the areas of agriculture, home economics, and 4-H Club work. These people comprise the membership of the county sponsoring organization which is the county agricultural extension council.

The Home Economics Advisory Committee, which is made up of the elected home economics representatives, reviews township and county situations and problems and plans a county program accordingly. Being chosen to represent all the women in her township is a real incentive to each home economics representative to plan a total county program rather than a program for only home demonstration members.

A statewide committee advisory to the Dean of Extension with one-third of its members composed of home economics representatives is another avenue through which women exercise their citizenship responsibilities. During the 1955 meeting of the State committee, a home demonstration member, Mrs. A. T. Bundy of Miami County, served as State chairman. She was elected to that position of responsibility because of her outstanding successful leadership and her knowledge of the entire Extension Service program.

Requirements for meeting the home demonstration units' Standard of Excellence serve to create and maintain a year-round interest in public affairs. State Home Demonstration Council committees on International Relations, Citizenship, and Civil Defense



meet annually to review current situations and make suggestions to the counties for supplementing their project work with citizenship activities.

These projects have been carried out in many and varied ways. Hamilton County, for example, reported that the home demonstration units have carried on a very consistent study of other countries. Some became so interested in the country that they were studying last year that they carried the study on into this year's activities. They have studied such themes as industry, home life, customs, religion, and political situations in several foreign lands.

Several counties have conducted unit lessons on Kansas laws and how laws are made. Others have had special programs devoted to citizenship, inviting their city officials or members of the State legislature to speak. One group in Nemaha County held a community meeting on Kansas laws and also conducted a study of Kansas primary elections.

One of the most popular and helpful projects promoted by home demonstration members is the health project. Almost 100 percent of the units in the State participate in fund-raising activities. In addition, many groups make cancer dressings, keep first aid equipment for their neighborhood, and assist in work with bloodmobiles and mobile X-ray units.

Cowley County units sponsor Well-Child clinics for preschool youngsters.

The Sedgwick County groups cooperated with the City-County Health Department and the Wichita Tuberculosis Association in setting up a program of tuberculosis testing that offered home demonstration members and their families an opportunity to have free X-rays at a local hospital. Usually within a month the X-rays were made and the reports given to the family physician. The program is continuing again this year.

Several counties have actively participated in Civil Defense programs. In Labette County, the Live and Learn Unit has sponsored a disaster course for members and families. As part of the activity an outdoor fireplace was built and used to show how to prepare meals in any type of disaster. The fireplace will be used by the community for various types of gatherings.

In 1954 Morris County promoted Civil Defense as one of its projects with many members participating in the first aid and water sanitation programs. Exhibits were displayed at the Topeka State Fair. The 1955 program calls for emergency feeding and home nursing courses.

The Benton home demonstration members of Butler County raised money and obtained the cooperation of their township officers to provide fire protection for the township. The women not only bought a fire truck but also sponsored a school to train their own farm people to operate the truck and made plans to purchase a chemical tank to add to their fire-fighting equipment.

Home demonstration agents work with many organized groups in the local communities, namely the Business and Professional Womens' Clubs, American Association of University Women, polio and cancer drives, and civic, social, and church groups. They also cooperate with other home economists in their counties.

In Sedgwick County through the efforts of the home agent, the clubwomen are participating in the League of Women Voters' educational program. Each home demonstration unit is invited to send one or more representatives to the monthly meet-

(Continued on page 123)

Singing Stimulates Interest in the Homemaking Program

RAY BURLEY
Assistant Extension Editor
Oklahoma



Singing for the Farm and Home conference at Langston University, Okla., is this group of homemakers, part of a county chorus. The six county choruses in Oklahoma have stimulated interest in homemaker's activities.

FOLKS like to sing. That's why choral singing has become a popular part of home demonstration work in Oklahoma during the past 3 years. Eleven counties, with Negro home demonstration agents and active county home demonstration councils, sponsor not only the homemaking program but group singing and recreation as well.

Hazel King, district extension agent at Langston, says that the choral singing has helped stimulate interest in the overall program of home demonstration work. This is reflected in enrollment figures.

Out of this activity has come the organization of choral groups in nine counties, Okfuskee County having been first, in 1949. Mrs. L. B. McCain, then home demonstration agent, now retired and living at Boley, was the person who was most active in establishing the chorus.

Each chorus is trained by a music teacher, or a member of the council who has had music training, or another qualified person. Groups practice about once a month. They provide the music for meetings of the county council and fill numerous requests to sing at parent-teacher association meetings, county adult achievement programs, and other occasions.

Each year since 1952, two county choruses have sung at the Farm and Home Conferences in July at Langston University.

As a part of the recreation program for adults, choral singing has helped to bring the people together. "We want to be a member of such a happy working group," was the comment of one home demonstration

club member. Men have requested that they be allowed to join the chorus, and there is a possibility that this will be arranged.

One aim for the future is establishment of a State chorus, representing all the counties, to sing at the Farm and Home Conference. Mrs. J. E. Taylor, of the Langston music staff, has offered to help train it.

Kansas Women Are Public-Minded

(Continued from page 122)

ing of the League. The League appeals to a fairly small group, as is usually true of this type of organization, but for them it is valuable, and many units profit by the fine reports some of these women make.

These are only a few of the many activities related to citizenship and public affairs in which the home demonstration agent and home demonstration members participate. The home demonstration units are probably the most efficient, public-minded organizations of women that we have in the various counties in Kansas.

Conservation Teaching Aid

The Sport Fishing Institute has recently issued a Conservation Chart showing two valleys, which contrast conservation with its benefits and exploitation with its destruction of the natural resources. The chart is 28 x 44 inches, and accompanying it are 22 kinds of animals and fish, already gummed, which can be placed in their proper locations on the chart. The chart and the circular explaining its use represent a new method of teaching conservation to children of the grade school level. A copy of the chart is being sent to each State extension forester and wildlife specialist.

HOW LEADERSHIP by a county agent in local public affairs can spell success through a vigorous, well-planned information program is revealed in a recent report from Heston O. Weyrich, Extension agent in Grays Harbor County, Wash.

A 29-day information campaign resulted in passage of a special one-mill county levy for flood control and river bank protection along the county's rambunctious rivers. Voters approved the levy by 64 percent. Success in the 1954 election followed three previous failures to get a necessary 60 percent majority. These previous efforts failed because voters were not adequately informed. The levy provided a fund of \$40,000 which will be matched by a like sum from State funds.

The beginning of this story is in the rivers Humptulips, Wiskah and Wynooche; the Satsop and the Chehalis. They hurtle down the steep western slopes of the Cascade and Olympic Mountains and meander across the fertile valley floors bordering the Pacific. Practically every spring when the snows melt, there's a quick, heavy runoff. As Weyrich puts it, "Entire farms, including the buildings and fences, have washed away, especially on the Satsop and Wynooche. Today only bleak gravel bars and scrubby willows mark the places where once herds of high-producing cattle grazed on lush pastures."

For seven years the county had an effective control program. Rock rip-

There's Sunshine on the Banks of the Wynooche

Washington County agent resurrects a flood control plan

rap, brush mats, revetments, jetties, and bulkheads were built. Channels were cleared. Two county levies plus State funds had financed this work. Farmers themselves contributed to the expense. Priority of jobs had been determined by agreement among the board of supervisors of the soil conservation district, the county agent, and Soil Conservation Service technicians.

Then the money ran out. Three times propositions for additional county levies were placed on the ballot. Three times the measure failed. During this time, on one farm alone, 30 acres of Class I silt loam soil had literally "gone down the drain." The port of Grays Harbor appropriated nearly \$150,000 to dredge silt out of the harbor. What the taxpayers were saving in one pocket they were more than paying out from the other.

Farmers were convinced that flood control needed to be continued. They wanted to propose another one-mill levy for the November 1954 election.

It was obvious from the previous votes that city people were not convinced of the need. The county commissioners were justifiably reluctant to place the issue on the ballot for the fourth time. However, they were willing to be convinced. A meeting of 24 farmers, businessmen, and civic leaders discussed the matter with the commissioners. They voted to carry the cause to the voters once more. They also instructed County Agent Weyrich to "pass the word" and to coordinate the work of individuals and groups who favored the control program.

Only 29 days remained before election. An eight-phase information program was worked out by Weyrich and his advisers. On flood control they covered the waterfront. Here was the plan: (1) News stories with pictures showing damage to farms for one daily and all weeklies. (2) Several of the agent's 5-minute radio programs to explain the need and benefits of control. (3) Arrange for



When river bank protection is missing, acres of good loam soil are washed away during spring floods.



Rock ripraps, brush mats, revetments, jetties, and bulkheads are built along Washington river banks.

1-minute spot announcements on the county's two radio stations. (4) Endorsement of local civic organizations and service clubs. (5) Arrange for a speaker's bureau to address the various clubs and organizations. (6) Obtain personal endorsements from prominent and well respected citizens of all communities. (7) Print the endorsements in the papers and use them on the air. (8) Print statements of fact on how flood controls benefit workers, business people and housewives on special bottle hangers that slip over milk bottles and car-

tons and arrange for use by dairies.

Carrying out the last item in the plan called for printing 10,000 bottle hangers. Weyrich enlisted the help of every retail dairy in the county. Eight thousand families were reached in this fashion, and the remaining 2,000 hangers were used in over-the-counter sales.

Not only did the newspapers use all the stories supplied to them, two wrote editorials favoring the proposal. One of the farmers whose place had been damaged rounded up enough cash donations from his riverside

neighbors to buy 62 one-minute radio spots. Another radio station ran 20 one-minute public service spots. Endorsements were made by 82 different organizations and personal endorsements were made by 22 leading citizens.

Weyrich estimates that at least 90 percent of the people in Grays Harbor County were reached by one means or another. And 64 percent of those voting okayed the levy.

The moon may be shining bright along the Wabash, but it's sunshine on the banks of the Wynoochie.

Talk to the Consumer

THE Nation's cattle growers are taking lessons from the Sacramento County Agricultural Extension Service on how to sell beef.

Last October, a Sacramento area branch of the California Cattlemen's Association met with various local farm leaders, including John Spurlock, Sacramento County Agricultural Extension Director. At the meeting, presided over by Jake Snieder, president of the local association, it was decided that housewives, especially the young ones, do not know about various cuts of beef or how to prepare them.

They proposed the idea of informing consumers at the point of sale. County Agent Spurlock suggested that they hand out literature at the meat counter.

Frances Dunkinson, Sacramento County home adviser, prepared six different one-sheet folders with recipes using the less popular cuts of meat. Mimeographed on 6 pastel-colored papers, the 120,000 folders were delivered to meat retailers. Distribution to the retailers was made through meat wholesalers and distributors. Though the real butchers were at first reluctant to use the folders, the idea soon caught on and became popular. They liked the idea of handing out free recipes, some

of which relieved the butchers of oft-repeated monotonous explanations.

In the meantime, the "Cow Belles" (cattlemen's wives) were personally visiting the butchers, talking up the program, and urging them to push beef. The "Cow Belles" contacted the newspapers, radio stations, and even spread their wares before homemakers and civic and service clubs.

Stanley Van Vleck, chairman of the local beef promotion, organized a weekly television program costing \$50 for 15 minutes. A different cattle grower personally sponsored the program each week for 16 weeks.

Farm Adviser Robert A. Abbott, a keyman in the beef promotion, explained the beef promotion setup on three different radio programs. He emphasized the flavor and nutritive value of the less expensive cuts and had guest performers explain how to buy and prepare them.

The total result has been increased beef sales mushrooming in a very short time after the program got underway. Spurlock said, "The leaflets were so well accepted that we can't keep the retailers supplied. One after another calls up for more. The butchers tell us that this is the first time in years that the slow-moving

cuts are moving faster than the other cuts. After reading the folders, the women return again and again for the cuts of meat named in the folders. One big chain store saw the advertising value in the folders and called to order 100,000 more copies."

The National Cattlemen's Association has looked into the folder program and plans to print 6 million recipe folders patterned after the Sacramento originals. Said Spurlock, "It sold beef in Sacramento. It ought to work in other cities."

Are You a Litterbug?

KEEP AMERICA BEAUTIFUL, Inc., is a national public service organization for the elimination of litter. As a member of the Advisory Council, the Federal Extension Service has pledged its support to this national campaign to clean up the highways, parks, and beaches. Among the 50 national organizations behind this drive are the American Farm Bureau Federation and the National Grange.

K.A.B. activities are aimed at finding out how serious the litter problem is and what can be done about it, and passing this information on to the conservation leagues, garden clubs, outdoor groups, and youth organizations belonging to the Council.

Extension workers can be extremely influential in this national effort to KEEP AMERICA BEAUTIFUL.

Our Training Begins With the Specialist

FLETCHER SWEET

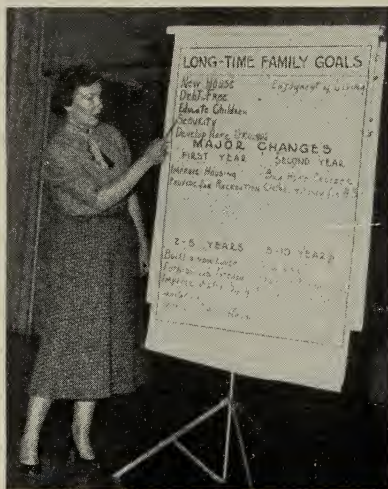
Associate Editor, Tennessee

THE farm-home unit phase of Extension work in Tennessee is shifting into high gear as a result of several factors that have contributed to reasonably easy adjustment of the program. Some of the reasons for the smooth meshing of the unit approach with the machinery already in operation are: Experience in somewhat similar planning on the Extension Service-Tennessee Valley Authority test-demonstration farms; community improvement and development work which has been going under full speed for 10 years; cooperative demonstrations; and numerous instances of farm and home planning with families in many counties.

When the matter of training all Tennessee Extension workers in the unit approach came up, it was decided to start at headquarters, with all specialists taking part for a thorough baptism into the workings of the adjusted program. It was emphasized that the unit method is not new by any means, but a method worth extra emphasis toward meeting changing needs of farm families.

After subject matter specialists studied this newer method, the same kind of training was given to county Extension agents by way of sub-district meetings. In addition to their own training session, the specialists also attended one or more of the sub-district meetings with agents. These three-day training meetings called for participation. Consider the specialists' training course, for example.

A pilot farm, owned and operated by a family of moderate income, was selected. Specialists were required to work out not one program but five separate ones, each based on different-age families. Accordingly, the dairy farm of the John Gose family,



Miss Ruth McWilliams, home agent in Grainger County, Tenn., explains family plans as outlined in an agent training workshop.

located in Knox County, near headquarters, was selected. He had small grain, corn, and hay crops on 109 acres. The problem was more challenging since approximately one-third of the acreage was in a separate tract a quarter-mile from the home-place.

Men and women specialists from the several departments were placed in groups. The first half-day was spent at the farm. Mr. and Mrs. Gose supplied background information as to their goals, their living costs, debts, and plans for their son, now a high school student. The entire farm was toured, and files of necessary information were fairly complete when the group reassembled at the University the following day. The soils map supplied by Soil Conservation Service workers helped considerably.

The second day was devoted to working out plans. Groups One and Two labored on plans for the present family. Group Three used the Gose farm but considered plans for a young couple with two small children. Group Four considered the farm for a plan dealing with a married couple with three children, ranging from 14 to 19. Group Five studied the case for a couple, about 55 years old, with no children at home.

In each case, the soil types, present condition, changes in farm practices to yield a balanced income, along with home improvements, changes in barns and other out-buildings, contour farming, changes in fence lines, utilization of irrigation from the river paralleling the most fertile tract, and even the removal of some trees about the house, were considered. Plans inside the house ranged from checking with the Gose family on changes they desired, to recommended changes in the house, which was old but sound, for the fictitious cases. The farm income plans made by the several groups were remarkably similar.

Following this three-day session, specialists of the various departments were assigned to meet with county workers and in each case to visit a farm and work out actual operational plans.

New Film Portrays County Agent

A new 14-minute color film portraying the job of the county agent is now available free for showing to groups or individuals.

Produced by the Venard Organization of Peoria, Ill. as one of a series of agricultural films, the picture is sponsored by the Sears-Roebuck Foundation as a public service. It contains no advertising and portrays in excellent manner the role of the county agent in the community and in the county. Extension directors viewing it at the land-grant college meeting gave it their hearty endorsement.

The film is adaptable for television presentation as well as for general showing. You can order it directly from The Venard Organization, Peoria, Ill.

Full Steam Ahead

(Continued from page 116)

not do the job. They are only one of the tools at your disposal to help you do a better job.

"Visual aids will reach people with little formal education. There is no group of people with an educational level too low to be reached by the use of photographs, drawings, diagrams, and motion pictures. Almost any story can be told graphically with pictures or drawings so that anyone not familiar with technical terms can understand it. Visual aids are equally effective in working with people who have college degrees."

Editor Gordon Loudon came on the scene packing a tool kit on his

shoulder. It was labeled "Extension Tool Kit." Rummaging in the kit he remarked, "This sure is not an ordinary world. Among the phenomena that make it unordinary are radio and television." He took out inflated balloons labeled "Television" and "Radio," rubbed them on his coat sleeve to polarize them, stuck them on a podium post, and said, "Thereupon will hang my tale."

In addition to the balloons, Loudon used a chalk talk to put across his points. He showed a man shouting from a housetop contrasted with the housetop with an antenna. He admonished the specialists to be sure to have television and radio in their tool kits. Continuing the chalk talk he compared a good TV program with

a poor one, that is, poorly motivated.

"Now, let's take a specific subject for your TV show, such as 'Drink Milk For Health.' That alone will not influence behavior. You've got to hang your subject on an idea . . . or hang your idea onto something. Better still, fasten your idea to something alive. For example:

"Boys want to be strong . . . Girls love strong boys . . . Strong boys love pretty girls . . . Drinking milk will give 'em both what they want . . . And your idea clicks! In other words, motivate your message, make it personal.

"The reason for getting on radio and TV is to communicate a message. Have one that clicks, then go full steam ahead!"

IFYE Fellowships Awarded for Study at 4-H Foundation

THREE former International Farm Youth Exchange delegates have been awarded fellowships by the National 4-H Club Foundation. They are: Margaret Ann Dial of Arkansas, Ann Mullendore of Indiana, and Wayne Bath of Nebraska.

Chosen for IFYE fellowships were Miss Dial, 1950 delegate to the United Kingdom, and Mr. Bath, 1951 delegate to Ireland and North Ireland. Under IFYE fellowships, they are

undertaking an 18-month study training program, which includes graduate work and training in administration of educational exchange programs.

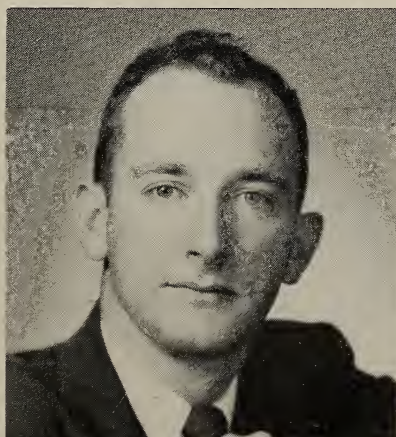
Miss Dial is a 1952 graduate of the University of Arkansas with a degree in home economics. At the time of her selection, she was county home demonstration agent in Drew County, Ark. Bath is a 1953 graduate of the University of Nebraska, where he received a B.S. degree in agriculture.

He was assistant county agent in Sarpy County, Nebr. for a few months, and recently completed his military service.

Miss Mullendore, 1954 delegate to France, was chosen for an information fellowship. Her 18-month study training program will include graduate work in communications at American University and training in the conduct of the program of information services at the National 4-H Club Foundation. She is a graduate in journalism from Franklin College, Franklin, Ind., and has been working with the Johnson County News.



Margaret Ann Dial.



Wayne Bath.



Ann Mullendore.

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Youngsters or adults . . . we all need milk. It gives us about 100 different nutrients—

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*It's hard to get enough calcium or riboflavin without using
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How much milk do you need? That depends on your age. Nutritionists say that people should drink enough fresh milk . . . or use milk products such as cheese, ice cream, nonfat dry milk . . . or eat enough foods made with milk . . . to give them the equivalent, everyday, of—

1 PINT or more—for **ADULTS**
1 QUART or more—for **TEENAGERS**
1½ PINTS to 1 QUART—for **CHILDREN**

*A new publication of USDA's Agricultural Research Service—Home and Garden Bulletin No. 47: **DO YOU GET ENOUGH MILK?**—will help you to buy milk wisely . . . use milk effectively . . . and be sure you get all you need.*
JUNE IS DAIRY MONTH

